

MASS MEDIA--EDUCATIONAL (1987)

9130

The growing need to inform the wildland-using public about fire prevention needs and legal responsibilities is an overwhelming task if attempted by the department on a person-to-person basis. As mountain wildlands and foothill areas decrease (because of homesite and recreational needs), the risk of fire in these areas increases because of intensified use. An increasing number of people using increasingly larger areas of wildland means we must use techniques of mass communication to their fullest if we are to influence a significant portion of the public with fire prevention education.

Effective forest fire prevention demands a variety of programs and approaches. California's increasing population is distributed throughout a large part of the state's 100 million acres. Most forest users are not residents of wildland areas, so they are not readily available for personal contact by us. Personal contacts have great value in forest fire prevention, but other methods must also be employed to contact the visitors. We must continue to emphasize the statewide scope as another approach to this program with high visibility programs.

TYPES OF PROGRAMS (1987)

9130.1

Exhibits and displays provide almost unlimited educational opportunity. Special interest and regional groups can be reached by this technique within limits imposed only by creative talents, effort, and showmanship.

Roadside signs and billboards furnish an effective medium to communicate, instruct, and influence public behavior at any site where specific hazards exist. Signs and smaller posters are readily adaptable and can afford great operational flexibility in conveying fire safety warnings. Printed materials and news releases offer a variety of outlets. Vast contacts can be made through handouts. Press releases are used not only by newspapers but also by radio and television as well. If we are to be successful, we must use all of these media to get our message to the public.

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